



WABC-TV/DT
New York

WABC-TV NEW YORK
7 LINCOLN SQUARE
NEW YORK NY 10023

Acknowledgment of Agreement Between WABC-TV NEW YORK and

DATE: 10-02-2012 PAGE: 1 of 2

MEDIA STRATEGIES & RESEARCH - 7658
ATTN: RACHAEL BEALE
11350 RANDOM HILLS RD.
SUITE 670
FAIRFAX VA 22030

Contract No		Contract Dt	Revision Dt	Rev#	Advertiser		Brand		Product Code		Station/Market						
397240		08-30-2012	10-01-2012	1	GILLIBRAND FOR SENATE 2012		KIRSTEN GILLIBRAND FOR US SENATE		POLITICALS		WABC - NEW YORK						
Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing					Package	Contract Title			
11695			242440	PHILADELPHIA	D. PARKER	10-01-2012	10-07-2012	M (Broadcast Month, Cycle 1)					N	242440			
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 11695																	
R 1	10-01-2012	10-03-2012	05:15AM - 05:56AM	AM EWN THIS MORNING 5-6AM (7426)	7	30	1		1					2	700	2	1,400.00
2	10-01-2012	10-05-2012	06:15AM - 07:00AM	AM EWN THIS MORNING 6-7AM (7427)	7	30	1	1	1	1	1			5	1,600	5	8,000.00
3	10-01-2012	10-05-2012	07:00AM - 09:00AM	AM GMA 7-9AM (7429)	7	30	1	2	1	2	2			8	2,000	8	16,000.00
4	10-06-2012	10-06-2012	08:00AM - 09:00AM	AM EWN SA/SU 6-10AM (7434)	7	30						1		1	700	1	700.00
5	10-07-2012	10-07-2012	07:15AM - 08:00AM	AM EWN SA/SU 6-10AM (7434)	7	30							1	1	700	1	700.00
6	10-03-2012	10-03-2012	09:00AM - 10:00AM	DA AM DAYTIME 9AM-10:57AM (7437)	7	30			1					1	1,500	1	1,500.00
7	10-05-2012	10-05-2012	10:58AM - 12:00PM	DA THE VIEW (10707)	7	30					1			1	3,500	1	3,500.00
8	10-01-2012	10-01-2012	12:15PM - 12:30PM	DA PM DAYTIME ROTATION 12NOON-4PM (7439)	7	30	1							1	1,400	1	1,400.00
9	10-02-2012	10-02-2012	12:30PM - 01:00PM	DA PM DAYTIME ROTATION 12NOON-4PM (7439)	7	30		1						1	1,400	1	1,400.00
10	10-07-2012	10-07-2012	09:15AM - 10:00AM	AM EWN SA/SU 6-10AM (7434)	7	30							1	1	700	1	700.00
R 11	10-01-2012	10-05-2012	03:00PM - 03:59PM	DA KATIE COURIC M-F (12182)	7	30	1		1		1			3	1,500	3	4,500.00
12	10-02-2012	10-04-2012	04:15PM - 04:59PM	EN EWN AT 4PM M-F (11372)	7	30		1		1				2	1,100	2	2,200.00
R 13	10-01-2012	10-05-2012	05:15PM - 05:55PM	EN EWN AT 5PM M-F (7450)	7	30	1	1	1	1	1			5	2,000	5	10,000.00
R 14	10-01-2012	10-05-2012	06:15PM - 06:30PM	EN EWN AT 6P (CFB) (7442)	7	30	1	1	1	1	1			5	2,000	5	10,000.00
15	10-01-2012	10-05-2012	07:00PM - 08:00PM	PA JEOPARDY/WHEEL (7446)	7	30	1	1	2	1	2			7	4,000	7	28,000.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No 397240		Contract Dt 08-30-2012		Revision Dt 10-01-2012		Rev# 1		Advertiser GILLIBRAND FOR SENATE 2012			Brand KIRSTEN GILLIBRAND FOR US SENATE			Product Code POLITICALS			Station/Market WABC - NEW YORK								
Agency Est# 11695			CMS # 242440		Sales Office PHILADELPHIA		Account Executive D. PARKER			Start Date 10-01-2012		End Date 10-07-2012		Billing M (Broadcast Month, Cycle 1)			Package N		Contract Title 242440						
Line	Start Date	End Date	Time Period	Description								RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
Agency CPE: E : 11695																									
16	10-02-2012	10-02-2012	08:00PM - 09:00PM	PE TUESDAY 8-9PM (7486)								7	30		1							1	18,000	1	18,000.00
17	10-04-2012	10-04-2012	09:00PM - 10:00PM	PE THURSDAY 9-10PM (7496)								7	30				1					1	20,000	1	20,000.00
18	10-07-2012	10-07-2012	10:00PM - 11:00PM	PE SU 10-11PM (7485)								7	30							1	1	15,000	1	15,000.00	
19	10-01-2012	10-05-2012	11:15PM - 11:35PM	LN LATE NEWS CFB (7645)								7	30	1	1	1	1	1				5	4,500	5	22,500.00
20	10-04-2012	10-04-2012	11:35PM - 12:02AM	LF NIGHTLINE M-F (7453)								7	30				1					1	2,200	1	2,200.00
21	10-03-2012	10-04-2012	12:15PM - 12:30PM	DA PM DAYTIME ROTATION 12NOON-4PM (7439)								7	30			1	1					2	1,400	2	2,800.00
																				Contracted Gross Total:		55		170,500.00	
																				Actual Gross Total:		55		170,500.00	
																				Agency Commission:				25,575.00	
																				Net Total:				144,925.00	
Month/YR			Preempted			Made Good			Contract Total			Adjustments			Actual Total										
Oct 12			0.00			0.00			170,500.00			0.00			170,500.00										
TOTAL			0.00			0.00			170,500.00			0.00			170,500.00										

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